

## GOOD WORK BEING DONE BY ALEXANDER HUME FORD

Indefatigable Work for Hawaii Brings Results---  
Bermuda and These Islands---The  
Transportation Problem.

At first my friends who edit magazines suspected me of being an agent of some publicity movement with headquarters in Hawaii, so glowing were my accounts, but many of them have caught the fever and actually ask for something about Hawaii; some of them are even coming out to see if it is all true, and I haven't told them half the wonders of our little islands yet. It is safe to say that there will be at least one Hawaiian article a month in the magazines from now until December and I am to send back others from Honolulu, as I expect to make a stop both ways on my coming trip around the Pacific.

It is hotter here in June than I ever felt it in Hawaii. Last July I walked around Oahu without a hat. I don't care to walk around a block here, even at night, with or without a hat. The heat is stifling; you people in Hawaii don't realize what a summer resort you have. Some of the cruises to the Caribbean Islands were discontinued even in winter, because the atmosphere there is too humid.

I think everything is going toward Hawaii. The Herald had a page article last Sunday on the wonderful westward trend of travel, a hundred per cent, more eastern visitors crossing the Mississippi than ever before. The trouble is people don't know about Hawaii here—they even ask if Bermuda is in the West Indies.

I have just come back from a run to Bermuda, it is perhaps as large as Lanai, but its highest hillock is but 260 feet. A new steamship company broke in on the old monopoly last season and reduced the fares from fifty to fifteen dollars for the round trip; result, the new company carried down 8000 persons to the usual 2000 annual tourists carried by the old line, and moreover it has paid all expenses and declared a dividend of three hundred and fifty per cent, to the stockholders. More money was spent in Bermuda than ever before and it seems probable that four steamship companies will compete for traffic next year, so great has been the awakening caused by a little competition.

Busses run about the island charging two cents a mile and seem to make money, just as the Chinese and Japanese coin gold on the trip between Honolulu and Kahala, only the Bermudians do not give up to the dark man—it is a white man's business. I have two men with several thousand to invest in bus runs in Hawaii; they are confident that they can compete with any Oriental—using motor busses—and I believe they can. I am urging them to come and have a try and will report back. I traveled back to New York with H. L. Brooks, a young man who went down to Bermuda, secured an option on the entire onion crop, the staple of Bermuda, then engaged all the cargo space on the new line, established agencies throughout the New England and Middle States, to which he wires the day before an arrival of onions, asking how many cases each can handle and at what price. In this way he keeps a steady market-going and I am glad to say is coining money—he deserves it. I talked to Brooks. He is establishing a refrigerator line from Oregon, to bring apples to New York in seven days. I talked Hawaii, her fresh pines, matchless alligator pears, bananas, papayas, etc., and if I report favorably after investigation, he will come on to Hawaii to arrange for a once a week shipment to either Frisco or Puget Sound, so that if the shipment is small it can go in with his apples, or if large in special refrigerator cars. In other words he would have Hawaiian fruits on sale in the eastern markets two weeks after they were picked. I have discussed prices and demand for alligator pears with the leading dealers here, and at prices they offer, Brooks sees good money in it for all concerned.

A friend from Porto Rico who plants pines tells me that the Hawaiian ads have doubled the demands for his fresh fruit in New York City. He informed me that Hawaiian pines are the best for canning in the world, but are not so good for eating fresh as the Porto Rican. This is not true, and if Brooks will bring them on, Hicks, the big Broadway fancy fruit dealer will keep a pyramid of big Hawaiian pines in his window and push their sale.

I am interesting others in the pos-

sibility of interisland traffic at rates that will enable the small farmer to locate anywhere in Hawaii and get his wares at low rates to a central shipping point, and those desirous of locating to visit among the islands back and forth at fares that will encourage all to do so. In everything I write or say I keep to the front the possibilities of fortunes yet to be made in Hawaii in systematizing small farming and fair and equitable transportation facilities on and between the islands; some thinking people of means are beginning to take my campaign seriously.

The big tourist bureau on 30th street and Fifth avenue has agreed to hang in its window a large transparency in colors of Hawaiian surf-board riding, with lettering beneath stating exact cost of round trip from New York to Hawaii with rates at both the big and home hotels. I am arranging for other such displays in the transcontinental railway offices on upper Broadway. G. Fred Bush promises that he will see to it that some of these are supplied.

It would astonish Hawaiians to know how the advertisements of Hawaiian pines in the magazines, and the fact that the wares made good, has set people talking of Hawaii. Hawaiian pines are on everyone's lips, in the stores they actually brag of having them in stock. Never was money more wisely expended in advertising Hawaii—I hate to admit it—for I, of course, have talked surf-boarding.

But to return to Bermuda for a moment. There is and can be no surfing in Bermuda. Surf too inconsequential, but the Bermudians have some things to suggest to us. Everyone decried the possibility of lowering transportation rates to and from Bermuda. A young man without capital, started an agitation, found backers, the thing was done, a daily line—to replace the once every ten-day service—is in sight, and even with two steamers a week prosperity has come to all. Bermuda makes the best of her attractions. Her coral reefs she makes support a fair-sized steamer, and the coral gardens of Bermuda do not compare with those of Catalina Island, which in turn, Geo. Freeth tells me, do not compare with certain coral gardens he knows of near Diamond Head. The most attractive spot in Bermuda is the so-called Devil's Hole, a well in the coral where hundreds of bright colored fish are kept and actually tamed. The Bermudian coral is porous, and the salt water percolates, but why could not something of the sort be done in Hawaii? I spoke to the superintendent of the Castle Garden aquarium, New York, about the possibility of introducing some of the brilliant Caribbean fish into Hawaiian waters, but he informs me that the fish of Hawaii far surpass those of Caribbean sea and that the expense of taking fish across the isthmus and on to Hawaii would be great. The Bermudians turn their beautiful fish to account in the manufacture of enamel pins and buttons, which are becoming quite common even in New York, for the coloring is certainly exquisite, the angel fish serving as the usual model, although he is no prettier than many of our Hawaiian fish. Bermuda has awakened with a start, Hawaii is always awake, but with proper transportation facilities, she should, and I believe will be the home of the individual white farmer. My friend Wm. E. Smythe, father of irrigation in the United States, is in every day preaching an acre enough for every man and his colony is making good there. I am urging him to visit Hawaii.

At present I am urging my railway friends to aid in securing a through transcontinental and steamship excursion rate to Hawaii with hotel coupons attached for either the big or medium hotels. The tourist agencies here have all promised to push the sale of these and there is a chance of securing a special low summer excursion rate annually, and I am still arduously convinced that Hawaii is to be a great summer resort for Americans and the Australians.

The magazines are beginning to take up and exploit the New Zealand government tourist bureau system, and to demand fair treatment to the public in our big national parks. I am glad to see that you are trying to establish an observatory at Kilauea. I go further in some of my articles and urge the parking of Kilauea, Haleakala and the Kauai canons and always mention the trails of Hawaii when I speak of the New Zealand system. We are perfecting a well organized National Travel Club with several magazines behind the movement and it, too, will take up some of these questions. I preach the fact that all Hawaii is one great natural park, and that with the New Zealand system applied there, to make little tours of every kind easy to all, the world would contain no finer recreation spot. You should see the advertising the Swiss government is doing here, and Switzerland has not a little of what has Hawaii to offer to the visitor, and some day the world will wake up to this fact.

I have secured from the Oceanic S. S. Co. special rates for any of Clark's cruisers who wish to stop over in Honolulu, and I believe many will do so. The Southern Railway Co. with offices at 28th Street and Broadway will place a Hawaiian surf-boarding transparency in its front window, and urge people to go Hawaiiward via Southern railway of course. Thomas Cook & Son have their extensive desk room in the rear of this office, so that the transparency will serve a double purpose. The Raymond Whitecomb Tourist Bureau, 26th St. and Fifth avenue, will make a similar display; their manager states that through tickets to Hawaii, and the New Zealand system of travel among the islands would quadruple tourist business there, but would hurt commissions, yet nevertheless

## Princess Dresses, Wash Skirts, Veiling, Ruching, Belting

Fort Street opp. Convent

These goods are absolutely new and fresh. The dresses are in White, Blue and Pink, beautifully made. Better wash skirts have not been shown here and the Veiling, Belting and Ruching is standard. You know our prices. We fix the standard of values in dry goods in Honolulu.

## Island Views

Finest Collection  
in the city at

Gurrey's

less they would help such a movement along, as they think it is bound to come anyway. They are sending parties to New Zealand right along, via Tahiti. I can't understand why Hawaii will not take up the offer of the Oceanic S. S. Co. to have the Mariposa stop at Honolulu. The Transcontinental Railways and Tourist Bureaus here are reaching out a helping hand and I hope soon to have a talk with you and my other friends in Hawaii looking to their, at their expense, doing much to exploit the islands. I know they are willing, and I am for making easy the way of the white man to populate our tropical islands.

With best regards believe me sincerely yours.  
A. H. FORD.  
New York, June 24, 1909.

## AMUSEMENTS

### Sherlock Holmes.

As a part of the new bill to be given at the Orpheum tonight there will be shown among other moving pictures one depicting the adventures of the celebrated Sherlock Holmes.

The entire bill will be changed and the comedy sketch will be equally as funny as the Man from Klondyke.

The shows at the Orpheum are certainly drawing the people and deservedly so for with two hours of good clean entertainment at the prices charged this popular playhouse is supplying a long-felt want in the amusement line.

Order your seats in advance and get good ones for the house is usually sold out by 8 o'clock.

### The Return of Ulysses.

This will be the feature film at the popular open air Park theater tonight. It is a particularly interesting subject full of character and well presented. It is one of the latest of the Pathe films and has created a furore wherever shown on the mainland. By special request "Cohen at Coney Island" will be shown again and there will be renewed shouts of laughter. This film shows all of the mirth provoking contrivances at this famous resort, machines and what not that were pictured in a recent number of one of the popular magazines. It was shown Saturday night and brought more applause than has been heard at this theater for a long time. Mr. Carlisle and Mr. Milne will do new songs and monologues and the Melotte sisters will appear.

### Art Theater.

Ever hear of vampires? O yes, you mean spectral beings, still possessing a human body, which, according to a superstition, leaves the grave during night and maintain a semblance of life by sucking the warm blood of living men and women while they are asleep? Or the vampires of commerce, who prey upon their fellows by means of extortion or usury? No, in the "Vampires of the Coast," the subject of the feature film at the Art today, none of these are meant, but human ghosts who make their nefarious living by luring ships from their course to be dashed to pieces on the rockbound coast. The pirates gather up the rich merchandise and having imprisoned the survivors in a cave, proceed to broach the wine casks and commence a drunken saturnalia, during the progress of which a young wrecker succeeds in saving and carrying off to her home, one of the passengers, the beautiful daughter of a family of wealth and quality. Meanwhile Dan Cupid becomes busy and gets in some of his fine work, and the denouement of the drama is all that lovers of romance and poetic justice could demand.

Come early and enjoy the comedy films, illustrated songs, and fine music.

### Public Band Concert.

On this Monday evening at 7:30 at Emma Square:

PART I.  
Overture—In the Italian Style..... Schubert  
Piccolo Solo—The Colibri.....Belling  
East Indian Love Lyrics (by request)  
..... Woodforde  
Selection—Last Days of Pompeii..... Petrella

PART II.  
Vocal—Hawaiian Songs...Ar. by Berger  
Four Dances—Merry England (new)  
..... German  
Waltz—Belle Ami (new).....Meisler  
Finale—Algeria (new).....Herbert  
The Star Spangled Banner.

### Last Appearance of the Actophone.

Standing room was at a premium at the Gem on Saturday night, and Manager Kube can be proud of having captured the music-loving section of the theater patrons of Honolulu. Indeed, those who attended the Gem had a treat seldom met with on any island, and were amply repaid for any inconvenience they may have had to put up with. The program consisted of The Tyrolean Yodel Quartet, Boys and Girls and Postcards, two of London's latest song hits sung by Billy Williams; a scene from Kienzl's famous opera,



## REDMAN BRAND EARL & WILSON'S COLLARS FOR MEN

Carry the name of the most famous collar-makers in the World. Every thread pure linen, four-ply material, turn downs cut with view to having the tie slip without meeting obstructions.

We carry a dozen different shapes of this brand and sell them at

**2 For 25 Cents**

made in quarter sizes

You know what an E. & W. Shirt is. You know what an E. & W. Twenty-five Cent Collar is. The REDMAN BRAND needs no further recommendation.



**M. McInerny, Ltd.** Fort and Merchant St.

## NEW GOODS FOR MEN'S SUITS

W. W. AHANA CO., 62 King Street.

Phone 521.

A beautiful new stock just arrived in the Alameda. All patterns now being worn in New York and Eastern fashion centers.

## MAKAWAO IS SCENE OF PRETTY WEDDING

Maui News.—On Wednesday afternoon a very pretty wedding took place at the Kennells, Mrs. Dora von Tempky's Makawao residence, when Mr. Henry E. Savage was married to Miss W. M. Sutton.

The bride was given away by Mr. Alexander McKibbin and was attended by Miss Alexa von Tempky as bridesmaid, with two sweet little girls, the Misses Aiken and White. The groom was supported by Mr. Steele of Hamakua.

Among those present were the Hon. and Mrs. H. P. Baldwin, Mrs. Dowsett, Mr. A. McKibbin, Mr. and Mrs. F. P. Baldwin, Mrs. L. von Tempky, Miss Armin von Tempky, Miss Alexa von Tempky, Miss Helen Spaulding, Mr. Henry Pogue, Mr. and Mrs. J. B. Thomson, Mr. and Mrs. White, Mr. and Mrs. W. O. Aiken, Miss Woods, Miss Anderson, Miss Heuser, Miss Loy, Mr. Steele, Mr. R. von Tempky.

**Maui Personals.**  
Prof. W. P. Alexander and his daughter, Miss Agnes B. Alexander, are visiting relatives in Haiku and Makawao.

Miss Nellie B. Baker of the Kamehameha Girls' School is on Maui for her vacation.

Miss Edna M. Stephens, a teacher of the Mid-Pacific Institute of Honolulu, is paying Maui a visit.

Little Augusta Waal is at Lahaina with her grandmother to visit her father for a few weeks.

James McHardy, who was at one time connected with the Kahului Railroad Company, came up from Honolulu this week.—Maui News.

Mrs. Ida MacDonald, a teacher at the Honolulu Normal School, passed through Wailuku on her way to Idlewild, where she will spend the month of August.

A very enjoyable dinner was given at the Kiakona homestead, Peahi, Maui, on August 7, 1909, at 7 p. m., in honor of Miss Rachel Kiakona. Those present were Misses H. Kiakona, A. Kiakona, R. Kiakona, J. Toomey, Messrs D. Kiakona, A. Chong, Tin Young, E. Smyth, J. Kekoani, Jr.

## How About Your Auto?

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## Royal Hawaiian Garage, Ltd.

Geo. S. Wells, Mgr.

Hotel St., opp. Hawaiian Hotel Phone 191.



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**B.V.D.**

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Knee Length Drawers

You'll enjoy the pleasant freedom of motion that they allow. You'll delight in the cool comfort that B.V.D.'s afford. You'll be gratified with their long wear, because they are made from thoroughly tested woven materials. You'll be pleased with their cut and finish. Every B.V.D. garment is identified only by this Red Woven Label.

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Ask your dealer for B. V. D. Underwear.

**OF TENTIMES** you need a pure and reliable medicine for ordinary family ills and you can find such a one in the Bitters. In thousands of homes throughout the Islands you'll find.

**HOSTETTER'S  
CELEBRATED  
STOMACH  
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always on hand. Its 56 years' faithful service has given it a firm standing. Try a bottle for Dyspepsia, Flatulency, Headache, Insomnia, Indigestion, Malaria, Fever and Ague.

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